

FENWAY PARK

# CAMELS So Cool\_ So Mild!





#### WELCOME TO FENWAY PARK!

Another year, another baseball season, and another opportunity for the Red Sox

management to welcome fans, old and new, to Fenway Park.

To our old friends, we're glad to have you here again and we want you to know how much your loyal support is appreciated. To the newcomers, we hope our team will increase your interest in baseball and that you will become members of our loyal following.



## LESS FILLING



#### BASEBALL'S HALL OF FAME

LOCATION — The National Baseball Hall of Fame and Museum is located at Cooperstown, New York. It is open every day with the exceptions of New Year's Day, Thanksgiving and Christmas.

VISITING HOURS — May 1 through November 30—9 A.M. to 9 P.M. Balance of the year—9 A.M. to 5 P.M.

ANNUAL MAJOR LEAGUE GAME at Cooperstown on July 21st, 1952 between the American League's Cleveland Indians and the Chicago Cubs of the National League.

#### SAVE MONEY

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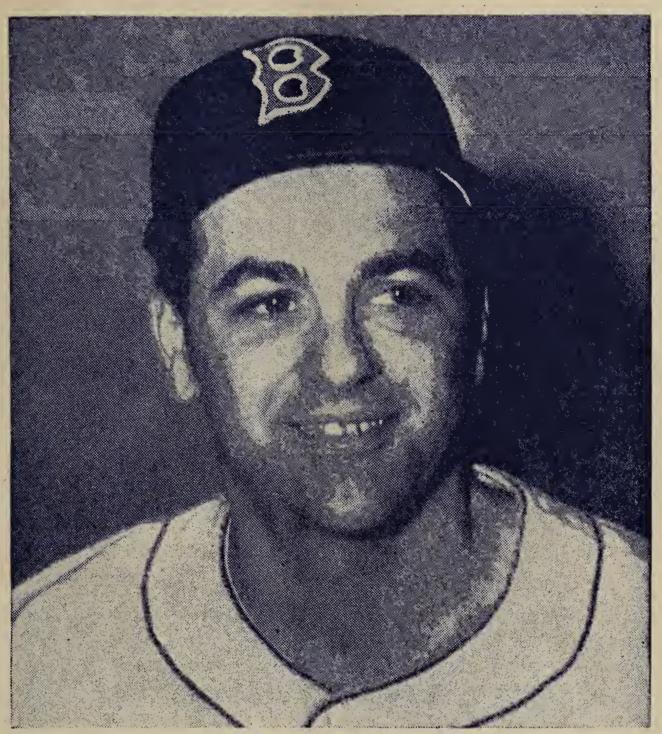


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NATIONAL BANK of
BOSTON
Founded 1784 \*

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#### LOU BOUDREAU



RED SOX MANAGER



Peppermint cream, bittersweet chocolate coated

## Always ask for SCHRAFFT'S Delicious

CHOCOLATE COVERED CANDY BARS AND PEPPERMINT PATTIES



Caramel and layer of marshmallow, chocolate coated



Vanilla cream and layer of butterscotch, chocolate coated



Hard candy filled with peanut butter, milk chocolate coated.

Will the Red Sox Cop the Flag this Year?



MAYBE! BUT ...

You'll Enjoy



## GALLAGHER BURTONS That's for CERTAIN!

BLENDED WHISKEY. 86 PROOF, 721/27 GRAIN NEUTRAL SPIRITS. GALLAGHER & BURTON, INC., BRISTOL, PA.

#### RED SOX HITTERS RANK HIGH

Only four active American League players have made more than 1500 hits during their careers, and three of these are members of the Boston Red Sox! With the retirement of Joe DiMaggio, Wally Moses and our own Bobby Doerr, Johnny Mize takes over the lead in lifetime hits among currently active players with 1949 safeties in 13 seasons. The bulk of these hits was made during his 11 years in the National League, whereas the Red Sox stars—Ted Williams, Vern Stephens and Dom DiMaggio banged theirs off American League pitchers. Ted has 1763 hits in ten years, for the best average among active players; Vern has stroked 1588 in ten seasons, and Dom has rolled up a total of 1536 during his nine years of playing. Another Red Sox boy, Johnny Pesky, ranks ninth on the list with 1267 safeties in seven seasons in the majors.







Remember: PHILIP MORRIS is made differently from any other leading brand. And that difference is your guarantee of everything you've ever wanted in a cigarette... tasty mildness, rich flavor, pleasant aroma...a clean, refreshing smoke ... and NO CIGARETTE HANGOVER!

You'll be glad tomorrow...
you smoked Philip Morris today!

CALL PHILIP MORRIS

#### RED SOX NIGHT GAMES

May 6th—Chicago; May 26th—New York; May 27th—Philadelphia; May 29th—Washington; June 3rd—Cleveland; June 6th—Detroit; June 10th—St. Louis; June 11th—St. Louis; June 27th—Washington; July 10th—Detroit; July 15th—Chicago; July 18th—Cleveland; August 12th—Philadelphia; August 15th—New York.



#### INFORMATION FOR PATRONS

For Information Pertaining to Games, Tickets, Etc., Call

#### **COPLEY 7-2525**

The executive offices of the Boston American League Baseball Company are at 24 Jersey Street.

Box and Reserved Seat tickets may be obtained in advance at the ADVANCE TICKET OFFICE at 4 Jersey Street (corner of Jersey Street and Brookline Avenue); and at Filene's Men's Store.

The ADVANCE TICKET OFFICE is open daily and Saturday from 9:00 A.M. until 5:00 P.M. (Office closed Sunday if Red Sox not scheduled in Boston.)

PRICES — INCLUDING	TAX
Box Seats	\$2.40
Reserved Seats	1.80
Grandstand	1.20
Bleachers	.60

#### MAIL ORDERS

Make check or money order payable to Boston Red Sox. Include self-addressed stamped return envelope and mail to Ticket Department, Fenway Park, Boston 15, Massachusetts.

Physicians expecting telephone calls are requested to leave their names and seat locations with the attendant at Office Door in back of grandstand on third base side.

Patrons finding articles are asked to return them to the office.

We will consider it a favor if patrons will report to the office the slightest inattention or rudeness on the part of any employee.



For whiskey beyond compare, the man who knows quality chooses Melrose Rare—because every drop of whiskey in Melrose Rare is at least 6 years old, blended with choicest grain neutral spirits.

Full 90 proof at no extra cost.

MELROSE RARE BLENDED WHISKEY . 90 PROOF . 60% GRAIN NEUTRAL SPIRITS . MELROSE DISTILLERS, INC., NEW YORK. N.Y.



BOYS GIRLS

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Get ADVICE from your favorite RED SOX stars . . .

in THEIR OWN WORDS

78 rpm RECORDS—Full of good PLAYING TIPS!
Listen to—TED WILLIAMS—DOM DIMAGGIO—MEL PARNELL
\$ .50 Each Record—On Sale at the Souvenir Stands





#### SCORING MADE EASY

Baseball Shorthand, as used by baseball writers, will render every game more enjoyable to baseball enthusiasts. All players are numbered and all plays recorded by symbols. For symbols and example of system, see following page.

#### NUMBER PLAYERS AS FOLLOWS

Pitcher 1 Second Baseman 4 Left Fielder 7 Catcher 2 Third Baseman 5 Center Fielder 8 First Baseman 3 Shortstop 6 Right Fielder 9

## WHEN YOU'RE SCORING HITS...

#### HOOD'S ICE CREAM LEADS THE FIELD



### ICE CREAM

SOLD EXCLUSIVELY WITHIN THESE GROUNDS



#### SYMBOLS FOR PLAYS

Single — Double = Triple Home Run =

Reached base on error E
Fielder's Choice FC
Hit by Pitcher HP

Stolen Base S Sacrifice Hit SH Passed Ball PB Struck Out K
Base on Balls BB
Force Out FO

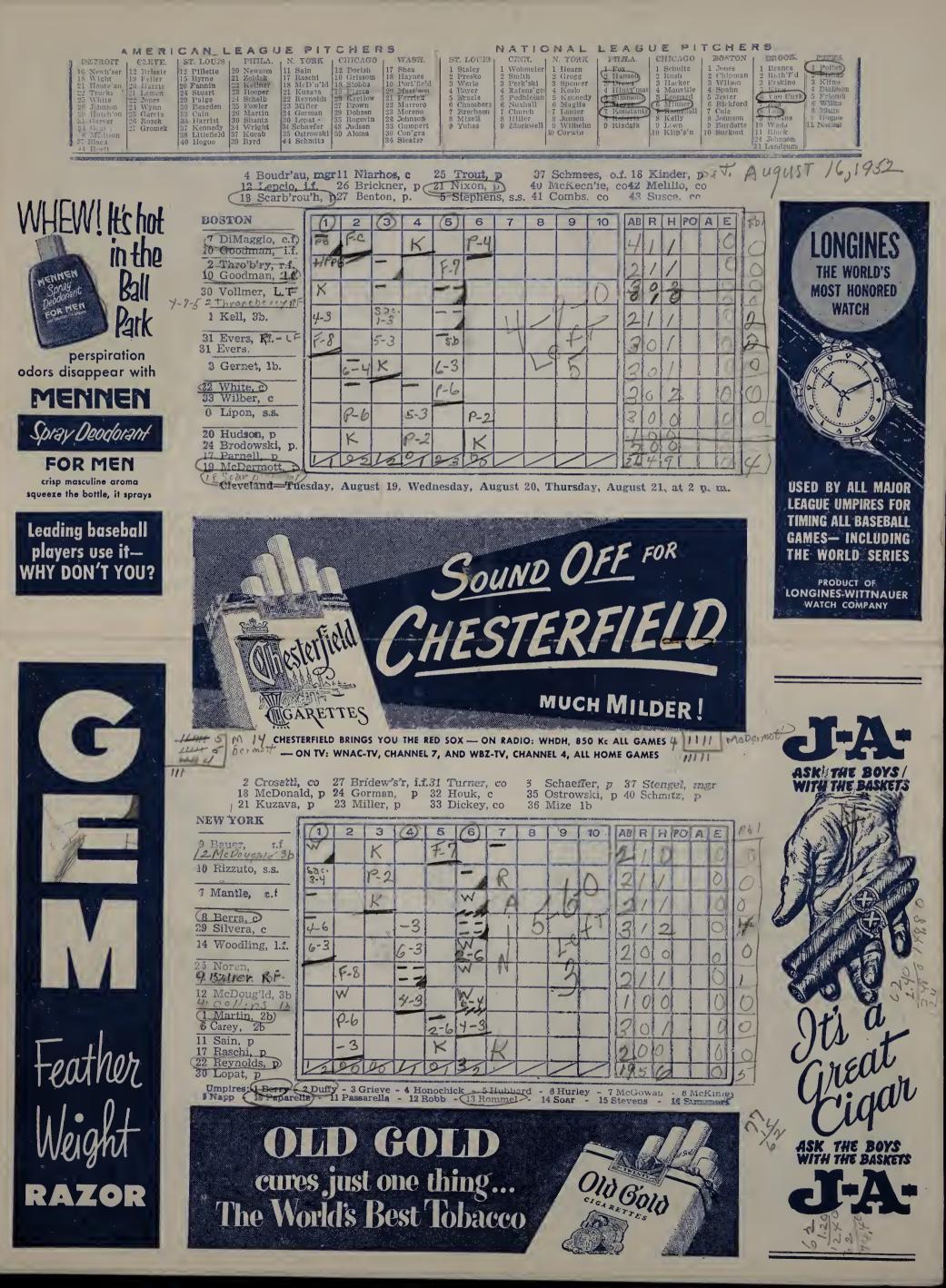
WP S
PB E-4

Wild Pitch WP Balk BK
The lower lefthand corner of the scoring block should be considered as home plate.
Progress is counter-clockwise with progress to first base indicated in lower righthand corner, to second in upper righthand corner, to third in upper lefthand corner and to home in lower left. In example to left, batter reached first on an error by the second baseman, stole second, went to third on a wild pitch and scored on a passed ball. It is convenient to circle all runs as shown so that scoring plays may be seen at a glance.



CHESTERFIELD BRINGS YOU THE RED SOX — ON RADIO: WHDH, 850 Kc ALL GAMES — ON TV: WNAC-TV, CHANNEL 7, AND WBZ-TV, CHANNEL 4, ALL HOME GAMES







#### 1952 — BOSTON RED SOX GAMES AT HOME — 1952

PḤILA.	WASH.	NEW YORK	DETROIT	ST. LOUIS	CLEVELAND	CHICAGO
	April 20, 21, 22 May 29*, 30(2) June 27*, 28 Sept. 26, 27, 28	Aug. 15*, 16, 17	June 6*, 7, 8(2) July 10*, 11, 12	June 10*, 11*,	May 4, 5 June 3*, 4, 5 July 18*, 19, 20 Aug. 19, 20, 21	July 15*, 16, 17

\* Night Game

(2) Doubleheader





#### 1952 — BOSTON RED SOX GAMES ABROAD — 1952

WASH.	PHILA.	NEW YORK	CHICAGO	ST. LOUIS	DETROIT	CLEVELAND
April 15, 16*, 17 July 5*, 6 Sept. 3*, 4*, 5, 19*, 20*, 21	27(2)	May 9, 10, 11 June 30 July 1*, 2 Aug. 8*, 9, 10 Sept. 1(2)	July 22*, 23, 24 Sept. 14(2)	June 17*, 18*,	June 23, 24*, 25 Aug. 1*, 2, 3	May 20, 21 June 20*, 21, 22(2) July 29*, 30*, 31 Sept. 12*, 13

\* Night Game

(2) Doubleheader



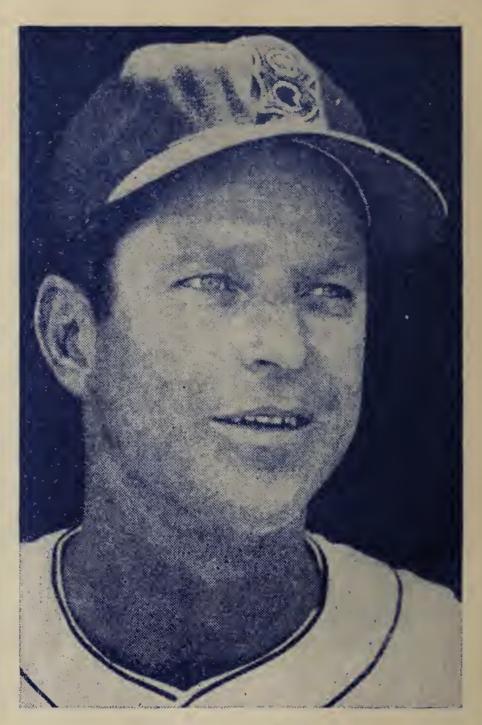
## SMOOTH PERFORMERS!



• Whatever your choice — Brushless or Lather—you can be sure there's smooth shaving ahead with either of these famous Colgate Shaving Creams! Extremely light and fine-textured, they're quality-made for real shaving satisfaction. Why not try a tube today!

"Choice of Champions in Every Sport"

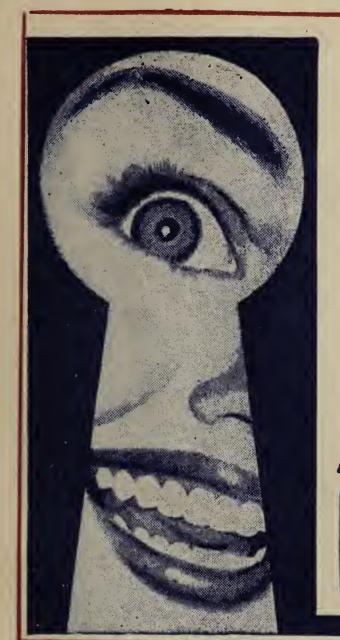
COLGATE
LATHER and BRUSHLESS
SHAVING CREAMS



ELLIS KINDER Pitcher



MAURICE McDERMOTT Pitcher



# YOU'LL WANT MORE THAN A PEK AT THE BIG NEW 52

#### SEE YOUR NEAR BY DODGE DEALER

DODGE

#### RED SOX MINOR LEAGUE SYSTEM

The Red Sox Farm System, under the direction of Johnny Murphy, will present the following lineup for the 1952 baseball season. Owned outright—Louisville (AAA), managed by Mike Higgins; and San Jose (C), managed by Red Marion. Other clubs affiliated with the Red Sox through working agreements are Birmingham (AA), managed by Al Vincent; Albany (A), managed by Jack Burns; Roanoke (B), managed by Owen Scheetz; High Point-Thomasville (D), managed by James Gruzdis.



When You're <u>Heading Home</u>

Northeast!

You're at the game, and home again!
— fast and pleasantly — when you fly
NORTHEAST . . . frequent, dependable
service between New York, Boston,
Montreal and 34 key New England
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HALF-FARE Family Rates any Tuesday, Wednesday and Thursday

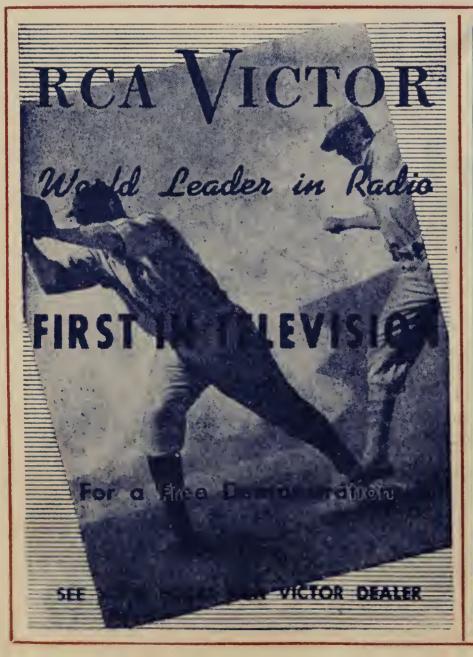
Northeast Airlines

FIRST IN NEW ENGLAND SKIES

#### BOSTON RED SOX -COACHES



Left to Right: George Susce, Earle Combs, Paul Schreiber, Bill McKechnie, Oscar Melillo





#### AFTER THE GAME ...



It's time for a COOL, TANGY

### SEAGRAM SEA® BREEZE

THE PERFECT GIN AND TONIC

Made with Seagram's Ancient Bottle Distilled Dry Gin

**EASY TO MAKE:** Here's that new gin drink the smart clubs and bars are featuring. It's different . . . it's golden . . . it's easy to make! Just add quinine water and ice to 1½ oz. Seagram's Gin. It's a brand new taste thrill!

DISTILLED FROM AMERICAN GRAIN. 90 PROOF. SEAGRAM-DISTILLERS CORP., NEW YORK, N. Y.

#### SOUVENIR BOOTHS

Four "Souvenir" booths are now conveniently located in the stands for those fans who wish to purchase baseball souvenirs — Following is a list of articles being sold:— Autographed (facsimile) Baseball \$2.25 Red Sox Bracelet incl. tax. \$1.50 Miniature Autographed Baseball Bat .50 & .75 Red Sox Crew Hats (small, med., large) 1.50 "Who's Who" Book (Major Leagues) .50 Red Sox Sketch Book .50 Red Sox Baseball Caps (small, med., large) 1.00 Red Sox Scarf .50 Red Sox Tie Clasp or Bill Clasp incl. tax. 1.50

The above items may be ordered by mail from H. M. Stevens, Inc., 24 Jersey Street, Boston 15, Mass. Check or money order should include additional 25¢ to cover handling and mailing charges.

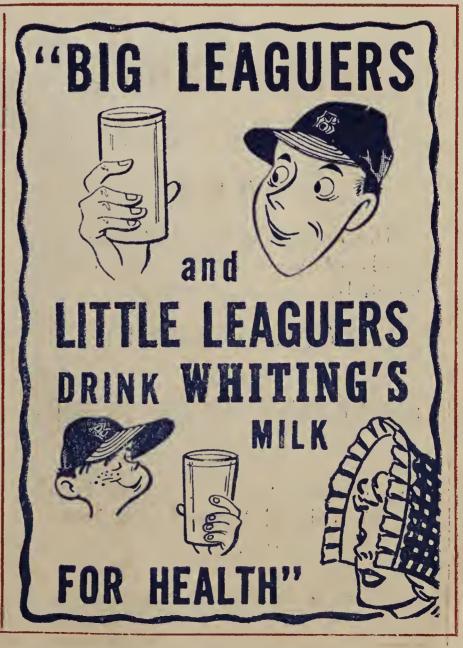
ESTABLISHED 1895



HA 6-1100

7-8 PARK SQUARE 13-15 STUART ST. HA 6-4215

> 601 WASHINGTON STREET HA 6-8287 BOSTON, MASSACHUSETTS



#### WHEN IS A GAME COMPLETE?

The following excerpt from the Official Baseball Rules is for the information of the fans.

"4.10 IT IS A REGULATION GAME WHEN—

- (a) The home team shall have scored more runs in eight innings than the visiting team has scored in nine innings;
- (b) The home team scores the winning run in the ninth inning before the third man is out. If a batter in the last half of the final inning of a game hits a home run over the fence or into a stand, all runners on base at the time, as well as the batter, shall be entitled to score, but to score legally, all bases must be touched in order by all runners. The final score of such game shall be the total number of runs made by each team;
- (c) If the score is even at the end of nine completed innings, play is continued until one team has scored more runs than the other in an equal number of innings; provided, that if the home team scores the winning run before the third man is out in any inning after the ninth, the game shall terminate and be a regulation game;

- (d) Terminated by the umpire on account of rain, or darkness, or other cause which makes further play impossible, provided five or more innings have been played, or the home team has scored more runs in four innings, or before the completion of its fifth inning, than the visiting club has scored in five completed innings;
- (e) The umpire terminated play after five full innings have been completed, and the score of such game shall be that at the end of the last completed inning. If, however, the home team shall have scored more total runs than the visiting team when the game is terminated while the home team is at bat, the score of such game shall be the total runs scored by each team. Also, when a game is terminated after five full innings have been completed, with the visiting team at bat and the home team ahead. the score shall be the total number of runs scored by each team at the time the game is terminated."

"4.11 A REGULATION DRAWN GAME shall be declared by the umpire-in-chief if he terminates play because of rain, dark(Continued on following page)

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... Finance your car - new of used - through the SHAW-MUT INSTALMENT PLAN ... available for television, refrigerators, other appliances, too.Quick service, low cost, safe.



Pay bills, taxes, medical expenses, vacations — with money from a SHAWMUT INSTALMENT PLAN loan. Quick, easy, private, economical.



Yes—whenever you need money, come to any of the 29 neighborhood SHAWMUT BANKS. Look in the phone book for the SHAWMUT BANK nearest you.



#### The National Shawmut Bank

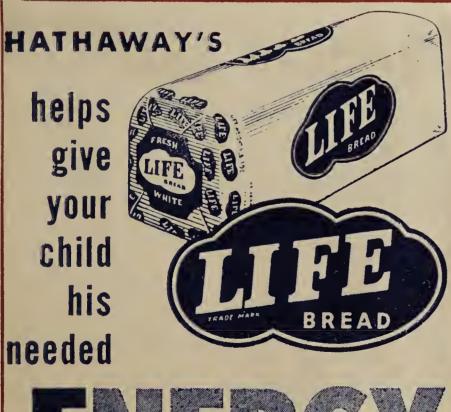
ness, or for any other cause that makes further play impossible—

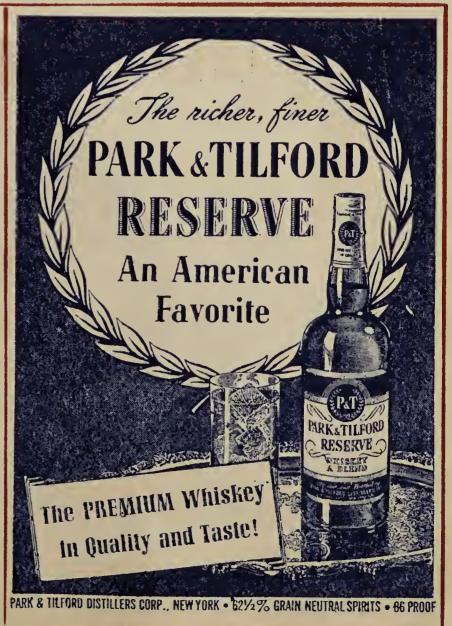
(a) If, after five or more completed innings, the score is tied;

(b) If, after five or more completed innings, the home team is at bat when play terminates and scores

enough runs in an incompleted inning to make its total score equal the visiting team's total score;

(c) If the home team shall score, in its incomplete fifth inning, a run or runs to equal the visiting team's total score in its five complete innings."





## Take a Big Juicy Bite!





FRANKS Plump · Juicy · Tender

#### ROBERT PERSHING DOERR

For the first time in fifteen years, the Red Sox take the field this spring without the services of Bobby Doerr. As our fans know, Bob retired from baseball at the close of the 1951 season after a back injury had begun to impede his playing. Bob spent his entire major league career, which began in 1937, with the Boston Red Sox, and during these years has deservedly won the affection and admiration of baseball fans the country over for his fine record at second base and his unselfish devotion to the national game. Now that Bobby has hung up his playing shoes and retired to his ranch in Oregon, other youngsters will come along as he did to play his position and gain-recognition in their own right. But Bob, who were the Red Sox uniform longer than any other player in the annuals of the team, will join the ranks of players who will always be remembered as a permanent part of Red Sox history.

#### BASES LOADED-WITH CIGAR QUALITY!

